TIME: 7:29
DATE: Friday, September 25, 1953
SPONSOR: Pierce's Paint + Art Store
SOLICITOR: D. M. Coffman

We bet YOU'VE got a smart new fall outfit
for campus activities, but does your bicycle
do it justice! If it DOES look a little shabby,
drop in at PIERCE'S PAINT & ART STORE, 196 MAIN STREET,
and select a color that will give your bike
a NEW LOOK, and a good PROTECTIVE coating
for the winter months. You can buy silver paint
for the trimmings too.

For UNFINISHED FURNITURE, it's PIERCE'S PAINT & ART STORE,
where you will always find a wide range of colors & paints.
Mr. Hannigan, who owns and operates Pierce's,
is a MASTER painter and will gladly give you
ALL the help you need.
SO, the next time you have ANYTHING to PAINT,
stop at PIERCE'S PAINT & ART STORE, where you'll
find everything you want, all in ONE store.

Panel

The correct time is now, 7:30. Stay tuned for Boo Barbour with
JAZZMAN which follows immediately.

Panel

You are tuned to 600, the Voice of Smith College, WCSR, Northampton.

Roo Herty
ANNOUNCER'S SIGNATURE

Time: 1:00 minute.

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SPONSOR:
SOLICITOR:

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